

Illinois U. Library

University of Illinois Library
Undergraduate Division
Navy Pier, Chicago 11, Illinois

SOUTHERN ILLINOIS

business bulletin

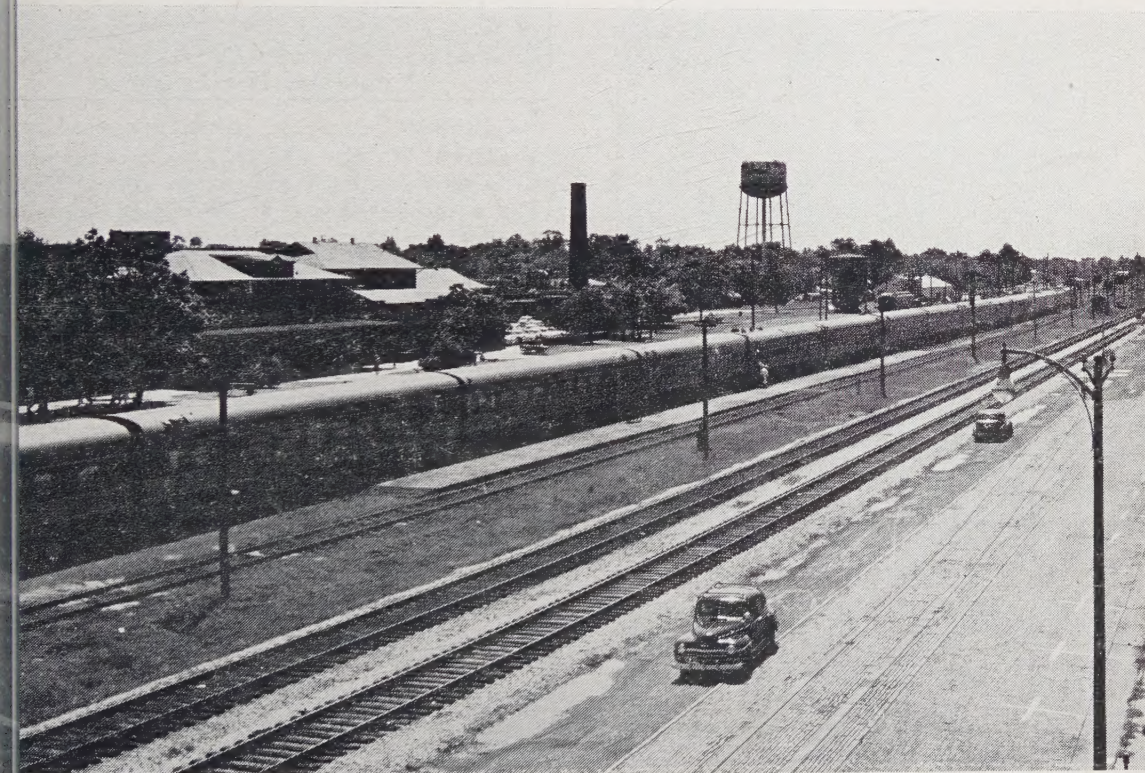
SOUTHERN ILLINOIS UNIVERSITY

CARBONDALE, ILLINOIS

6

FALL, 1956

NO. 4



CENTRALIA, One of Illinois' Key Cities

in this issue

INDEPENDENTS MAY SWING ELECTION

ELECTRONIC STOVES NOW ON MARKET

SOME PROBLEMS OF PRODUCT DEVELOPMENT

EFFECTS OF NEW FEDERAL RESERVE RATES

AREA NEWS NOTES

from METROPOLIS . . . "21 industries with 806 men and 437 women working as of June, 1956 . . . there are two new additions: Southern Illinois Steel Products Company, a steel fabricating plant operated by a corporation headed by F. A. Jones, and the C. E. Williamson Manufacturing Company, which recently bought the old Leonard Saw Mill, completely remodeled it, and now has a modern saw mill capable of cutting more than twenty thousand feet of lumber per day. The Williamson Company is headed by C. E. Williamson who has operations in Nashville and three other area towns. They operate both saw mills and stave mills."

from HERRIN . . . "Leon Zwick has had a face-lifting job done on Zwick's Ladies Store. Roman brick was used on the front, with new display windows and a single entrance . . . seven hundred additional square feet of space are provided in the store proper due to the remodeling."



Zwick's Ladies Shop

from MURPHYSBORO . . . "Paul Bock and Bill Maes have a new Texaco station . . . The Chamber of Commerce membership drive added 50 per cent to the total membership."

from MARION . . . "the Dotty Shop has reopened after \$10,000 remodeling and redecorating job."

from BENTON . . . "the Bank of Benton has added new night and day depositories, and one hundred new safe deposit boxes."

from SALEM . . . "in the past four years the following new industries have settled in Salem: Arcola Foundry Company, castings and molds for cookware; Breakfast Formal Corporation, housedresses and housecoats; Vac-U-Lift Company, revolutionary lifting device."

from EDWARDSVILLE . . . "a new business arrival is Clarence Immel, a window specialist. He installs window screens, awnings, and iron work to customer's specifications. He has five or six people working for him."

from COLLINSVILLE . . . L. Bruno and Sons celebrated their 52nd anniversary with a jubilee and grand opening of their new bread and pastry shop.



Remodeled Herrin Stores

from CARMI . . . " . . . our Main Street is having 'face lifting.' The First National Bank is almost complete after a rebuilding inside and out, the exterior of marble being a decided contrast to the original brick. Hart Department Store, on the opposite corner to the new bank has been renovated and made very attractive by the new front. The old Majestic Hotel has been razed after more than one hundred years of service."

from GREENBERG MERCANTILE (Illinois Brokerage) . . . "I want to thank each and every individual in the chain for making June our first million dollar month outside of the Christmas months."—John Greenberg.

from NEWTON . . . an attractive folder from First National Bank, serving Jasper County since 1896.

from ANNA . . . "in co-operation with the Anna State Hospital, the Illinois Division of Vocational Rehabilitation and the Municipal Tuberculosis Sanitarium in Chicago, SIU has recently inaugurated an internship program with

(continued on page 9)

SOUTHERN ILLINOIS BUSINESS BULLETIN

Fall, 1956
Vol. 6 No. 4

The *Southern Illinois Business Bulletin* is published quarterly by the School of Business, Southern Illinois University, Carbondale. Second class mail privileges authorized at Carbondale, Illinois. Signed articles do not necessarily reflect the views of the *Business Bulletin* or the School of Business or Southern Illinois University.

Subscription is free

President of the University	D. W. Morris
Dean of the School of Business	H. J. Rehn
Editors	Edmund C. Haesy Willmore Hastings
Editorial Board	Henry J. Rehn Edmund C. Haesy Milton T. Edelman Willmore Hastings

The Business Bulletin features . . .

CENTRALIA

Prosperous Railroad City Always Looking to Future

Anyone who wants to see the state of Illinois in capsule form should go to Centralia.

Though the Marion County city is not "central" in a geographic sense, a remarkable assortment of things that give Illinois its wealth and its character are centralized there.

This single community benefits from the revenues of most of the economic mainstays of the state, including coal, oil, heavy industry, small business, fruit orchards, and general agriculture. It is an urban locality, not too large, not too small, but it is fringed by more than a dozen suburbs and rural villages. It displays the cultural pattern of southern Illinois; yet it also has a great deal in common with Northern Illinois.

Centralia can hardly be considered typical of communities in the state, but there is probably no single place to find a better cross-section of the land of Lincoln.

The versatility the town has acquired in its first hundred years did not come about entirely by chance.

It was just a lucky break that the Illinois Central selected the site 105 years ago, put up a depot, a hotel, and began manufacturing railroad cars there. The site was also kind in providing lucrative coal deposits and in leading geologists to rich oil pools when the peak of the coal era had passed. If townspeople had sat idly by, however, banking on their luck to sustain them, the history of the community could be recorded in a series of boom-and-bust cycles. Such has not been the case.

Centralia No Boom Town

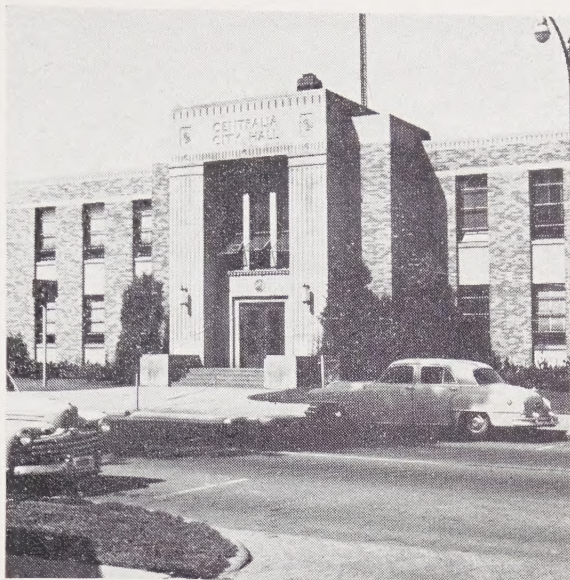
Today, Centralia Township has an assessed valuation of \$39 million and retail sales are expected to be \$31 million this year. This is not the prosperity of a boom town, however, but rather of a stable and closely knit locality which has had the foresight to think and plan ahead. Right now, industrial payrolls alone amount to almost \$15 million a year, but Centralia is scrapping vigorously with hundreds of other communities for new plants. And the industrial quest is only one aspect of the forward look.

"We used to have a glass factory and a nail works in the old days, but machine-made glass and wire nails came along to put them out of business," said

A. "Cap" Frazer, managing editor of the *Centralia Sentinel*. "There is no reason to believe that our present industries won't become outmoded, but . . ."

Over the years, this kind of thinking has protected a small railroad town into a city that is bursting at the seams.

Centralia has long since surpassed the vision of



City Hall

its founders; fixed boundaries, roughly twenty-three by twenty-nine blocks square, don't come anywhere near encompassing all of the people who call Centralia home.

"The only way we could accommodate more population within the city limits," said one businessman, "is to build apartment houses straight up."

Thus, though the U.S. Census of 1950 lists Centralia's population at 13,863, the town can easily claim contiguous areas that boost the number of residents to 19,000. Small roadside markers in residential and business districts on Highway 51 are the only means of telling where Centralia leaves off and Wamac or Central City begins.

Central City, founded two years before Centralia, lies near the junction of the Illinois Central's original Freeport-Cairo main line and what was then only a branch line to Chicago. The railroad wanted to build one of its three principal terminals at this junction but eventually settled for a site further south, on Seven Mile Prairie, calling it Centralia because it was centrally located on the line.

Wamac came into existence in 1911 when the Illinois Central moved its huge car shops out of Centralia's burgeoning business district into the corner of Washington, Marion, and Clinton Counties from which the name Wamac is derived. Part of Centralia is inside Clinton County.

The Illinois Central is still the largest employer and principal industry. N. C. Chrisman, freight and passenger agent, said about 1,350 local employees of the railroad, more than 750 of them in the car shops, draw a monthly payroll of \$500,000. Freight receipts in August alone amounted to \$600,000.

Centralia's prime importance as a transportation center is immediately obvious despite the distracting influence of backyard oil wells and imposing industrial structures. A series of rails cut a wide swath

through the city, bringing in freight and passenger traffic of the I. C., the Chicago, Burlington and Quincy, the Southern Railway, and the Missouri-Illinois. The Burlington has repair shops in Centralia which employ three hundred. (A modern airport, bus lines, and five major truck lines also serve the city.)

Oil and coal and assembly line production have attracted scores of workers, but railroading has the greatest sentimental appeal in a town that grew up around the tracks. Not only youngsters but the oldtimers, too, can be seen clustered around the depot or major grade crossings any hour of the day, watching the trains as if they were some kind of new phenomena.

Only One Coal Mine Left

There are other men who talk almost affectionately about their careers in the mines, even among the survivors of the Centralia Coal Company's No. 5 disaster which killed 111 men in 1949. But coal has almost vanished from the employment picture. The Glenridge mine, owned and operated by miners three miles north of town, is all that remains of an industry that once was second only to the railroads.

Other things have come along, however, to more than compensate for the economic loss.

A coal mine explosion at Junction City, four miles north of Centralia, in 1909 was touched off by oil and gas seeping into the shaft. In turn, the explosion touched off a search for oil that has led to development of seventy-five oil fields within a thirty-mile radius.

Through the years following the Junction City accident, more lucrative oil finds were made in the area, including the Wamac field, but town lot drilling did not begin until 1937. That was the year the Centralia pool was tapped for an initial production of 156 barrels a day. Within five months, 102 producing wells over a one thousand-acre area were bringing in 6,200 barrels daily.

In June, 1938, the Texas Company hit the fabulous Lake Centralia-Salem pool which has since yielded 220 million barrels. At one time, it was the largest producer in the world, pumping nearly

300,000 barrels every twenty-four hours.

Hordes of people poured in from all parts of the country. The population of Marion County increased by 25 per cent between 1930 and 1940. Taxes and royalties from oil drilling on public property enabled Centralia to build an imposing City Hall and a Community Center building, put up new schools and finance recreational facilities.

The oil fever that gripped the city nearly twenty years ago has slowly subsided, but the black gold lying beneath the surface of the area will long be an important economic factor. Big oil companies, drillers, suppliers, and refineries employ hundreds of local residents, and estimates of oil available by secondary recovery processes in four nearby pools range up to one-half billion dollars.

Some \$60-\$70 million will be spent during the next twenty years in the world's largest water flooding project, being operated by the Texas Company in the Lake Centralia-Salem field. Shell expects to prolong the life of the Centralia pool by twelve to fifteen years through secondary recovery methods.

Large Industries Growing

In addition to railroading, oil, coal, and related industries, Centralia has three manufacturing companies with upwards of three hundred workers each and a half-dozen firms that employ forty to one hundred persons. The total industrial payroll is 3,500.

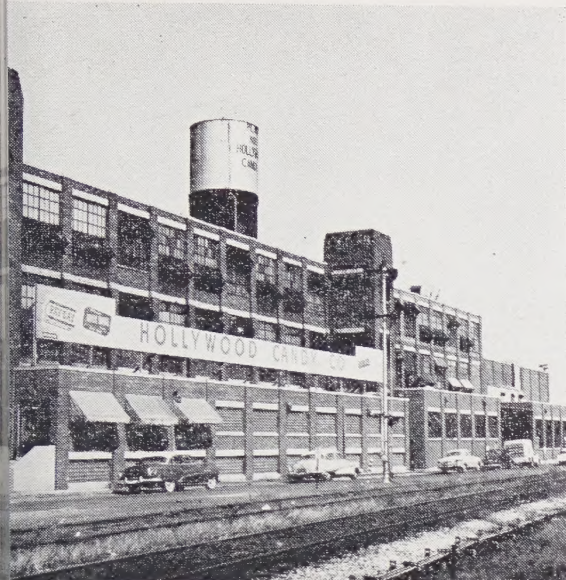
Hollywood Candy Company, one of the nation's largest, makes popular brands of candy bars by the millions. Starting in Centralia with one hundred employes in 1937, it currently provides jobs for 640. It opened an auxiliary plant at Ashley, 20 miles to the south, this year.

Another nationally prominent firm is the Siegler Corporation which manufactures oil and gas home heaters in a 100,000 square foot plant and has about 20 per cent of the total U.S. volume of ventee space heater sales. In the past fiscal year, sales of the corporation amounted to \$15,375,000, a 41 per cent increase over the previous year.

The local branch of the Forest City Manufacturing Company, opened in 1944 to make Martha



Looking West on Broadway



Hollywood Candy

anning dresses, had an initial staff of eighty persons. It now employs three hundred. Smaller firms with wide product distribution include: Kem-I-Kal Engineering Laboratories, makers of specialized paint; Kas Potato Chip Company; Day Packing Company; Midwest Dairy, and the Clair Foundry.

Even during the heyday of the oil era, an industry committee of the Chamber of Commerce was busy, and it was instrumental in attracting the sweet benefits of Hollywood Candy. Today, though the town has a solid industrial base, Centralia Industries, Incorporated, is carrying on the battle for new factories.

This effective organization brought in the Meida Paper Products Company by building a plant in which nearly four hundred stockholders have shares purchased at twenty dollars per share. Total investments amounted to \$130,000 and officers of the corporation feel that more could have been raised if needed.

"We now have the brightest prospects for getting new industries that we have had in twenty-five years," said Ben Ober, president of City National Bank. "We don't have to sell them on what we think we can do but what we know we can do."

Ober was one of the three charter applicants for Centralia Industries. The others were Fenton Fowles, a plumbing supplies dealer, and Edwin Greene, president and manager of Retail Clerks Local 575. Greene is serving his second term as president of the corporation.

The Centralia area has enjoyed excellent labor-management relations which have been achieved by intelligent leadership on both sides, and Greene is a good example of this on the labor front.

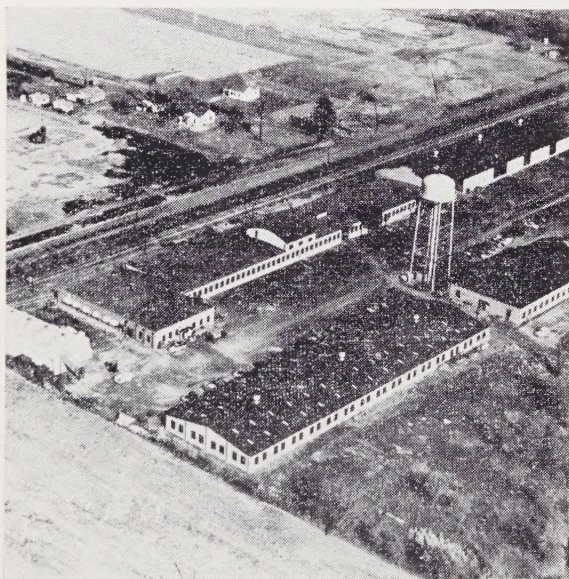
A champion of labor education and union par-

ticipation in community affairs, Greene's philosophy is that "what's good for the community is good for us." In addition to holding local and state offices in the clerks' union and heading up the industry campaign, Greene is president of the Christian Friends of Youth, an active leader in the First Methodist Church, and is succeeding his wife as president of a school P.T.A.

The entire business community, welcoming labor participation in civic affairs, also encourages young people and businesswomen to lend their talents to local improvements.

"Whenever a civic committee is formed, a special effort is made to get young people who have a stake in the future," said Merle Rogers, youthful vice-president of the Chamber of Commerce. Rogers, a partner in the Hoffman Clothing Store and former manager of Station WCNT, has held responsible civic jobs since he was in his early twenties.

Each year, an Education in Business Week is held during which businessmen go into the school system and make recommendations on curricula, or faculty members spend a day studying specific business operations.



Siegler Corporation

The women's viewpoint is especially important to civic leaders since women manage such firms as John Nickell Industrial and Transportation Equipment; a typewriter sales and service agency; an auto supply store, and other businesses. Their numbers include women like Faye McCall Striebing, owner of the Smart Shop, who is the first woman to serve on the board of the Illinois Federation of Retailers and the only female among the seventy-five members of the Small Business Council of SIU's Small Business Institute.

"The fellows in Centralia are wonderful to work



Texas' Oil Flood Project

with," said vivacious Mrs. Striebinger, who won Centralia's annual Distinguished Service Award in 1954. "They not only accept women in business but they give us an equal voice in everything."

Regardless of age, sex, or length of residence in the community, there is a strong bond among people who operate Centralia's more than six hundred retail outlets.

"When another merchant has a problem, we try to help him because we realize that it could very well become our problem," Mrs. Striebinger explained.

"Southern hospitality starts right here," commented Druggist Lon Bartello who has been in Centralia since 1941. Because business newcomers are quickly integrated into the community, Bartello has already been on the retail board of the Chamber of Commerce, a director of the Retail Merchants Association, board member of the Rotary Club, president of the country club, and director of the local Red Cross fund drive.

Retail promotions are well planned and they bring about spirited, friendly competition. Twice a year, there are three-day sales called "Ridiculous Days" when hamburgers sell for a nickel, banana splits for a dime, and toasters for \$2.98.

Said one shopkeeper: "These are not the ordinary clearance sales where you get out the dirty white gloves and try to get cost out of them. There are genuine bargains that draw hundreds of people."

Robert Fancher, who operates the only Southern Illinois advertising agency outside the metropolitan St. Louis district, has found that the local merchants are "trying to do outstanding jobs."

"There is more reception to advertising approach and procedure here than in any other area town I know," said Fancher.

Large Trade Area

The retail trade area is figured to include all of Marion County, the eastern two-thirds of Clinton County, two-thirds of Washington, and the northern western 25 per cent of Jefferson. That area has a population of 73,000 and an effective buying income estimated at more than \$144 million.

Outside the City Zone of Centralia, agriculture provides the principal livelihood for residents of the trade area. Grain, fruit, livestock, dairying, poultry, and woodlands all contribute to farm revenues. Estimated income on more than 5,700 farms in Marion, Clinton, and Washington Counties in 1953 was \$30 million.

Farm advisers and Centralia business leaders have done a good job of selling local farmers on soil conservation practices that are resulting in record yields. In Marion County alone, wheat yield jumped from twenty-nine to thirty-three bushels this year.

Centralia merchants are giving corn production added impetus through a Harvest Festival, held for the first time this October. Each of ninety-three entries in a corn-judging contest were sponsored by different local merchants who displayed the products of their contestant in store windows and paid for the corn filling three large cribs set up in the business district.

The Old National Bank and the City National each kicked in \$200 and the Chamber of Commerce \$100 to be split among the three farmers who produced the best yields. When the Corn King was crowned, popular and hillbilly bands played at each end of the street downtown.

Improving production of grain crops is significant for the area, but it is overshadowed at the moment by the emphasis on strawberry growing.

The strawberry belt, running about thirty-five miles long between Ashley and Farina and ten to fifteen miles wide, had close to a \$1 million crop this year. In the past five seasons, the strawberry acreage in that strip has been doubled and is now 70 per cent of the state total, according to Earl C. Jupin, *Centralia Sentinel* farm editor. Vernon Riechman of the Marion County Grain and Milling Company estimates that acreage will be increased by about one-third next year.

Between May 15 and June 1 in good strawberry years, some 2,000 to 2,500 migrant pickers come in mostly from Missouri and Arkansas. Another five hundred migrants are needed in mid-August for the peach harvest, reported Charles "Dave" Jensen of the State Employment Service.

Surplus Labor

Despite the heavy demands for labor on farms in the oil fields, and in industry, Centralia is still a surplus labor area. This is an inducement to industry considering a move, but unemployment presents one of the few local problems facing Centralia. On the other hand, business leaders cringe at the term "depressed area" and it is eas-



Drawing of New St. Mary's

o sympathize with them. One sizable industry could absorb practically all the jobless.

Centralians will admit there are some other things that need remedying. For example, there are the seemingly inevitable rivalries between groups living on opposite sides of the tracks, and housing for some Negro families is not up to par. But when the town is viewed in the context of the entire state of Illinois, these problems are minimal. It is much more appropriate to illustrate how problems of other Illinois areas have been overcome or prevented here.

For one thing, Centralia is offering excellent educational opportunities for its youth and then hanging on to them after their high school and college training by giving them the chance to lead interesting as well as productive lives.

Tops in Recreation

There are eleven non-segregated public grade schools and two parochial schools in the Centralia City Zone with about 3,000 pupils and 110 teachers. Centralia Township High School has some 1,200 students, a Vocational Training Building where classes are held for teenagers and adults, and a new sports arena.

The 16-year-old Centralia Township Junior College, first to be organized under the Illinois Junior College Law, offers two years of accredited college work free to residents of the high school district. Others pay a modest fee. The college now has more than 180 students, including 50 studying under the J.I. Bill.

Highly unusual are the town's recreational facilities, which include 215 acres in five parks within the city limits. Centralia has had organized recreational programs since 1923 and a city recreation department since 1924.

Teenagers frankly confess there is so much to do in the summer months it is difficult for them to decide how they want to spend their time. A \$100,000 swimming pool graces Fairview Park where there are also tennis courts and picnic tables. Behind the stately public library building is a new \$25,000 band shell in which free concerts are performed. In a 180-acre tract at the east edge of

the city are public shelters, camping areas, bridle paths, and a natural amphitheatre. There are nine baseball diamonds in the city. Only short drives from Centralia are 780-acre Raccoon Lake and 250-acre Lake Centralia for boating and fishing.

In town, too, is a three-story cement Community Center, a \$100,000 structure which has year-round entertainment for young and old alike. A Teen Town in this building draws two hundred or more for weekend dances, and there are programs for art lovers, craft hobbyists, basketball enthusiasts, and others.

Seasonal events, too, appeal to large segments of the population. Local residents contend that their mammoth Hallowe'en parade, featuring elaborate floats decorated by industries, service clubs, and other groups, bests St. Louis' Veiled Prophet in pageantry and, at the same time, "keeps the kids out of mischief."

Centralia also has an annual employer-employee picnic where food and refreshments are furnished by the unions and the Chamber of Commerce foots the bill for country club rental and orchestra.

Twenty-two churches have a variety of educational and recreational programs for people of all ages. Growing with the town, the churches spent more than \$2 million on construction last year.

Eyes on the Future

While making full use of present facilities, Centralians are always alert to future potentials. Theirs was the first town to raise its share of the cost of initial studies for Carlyle Lake which would be a part of the proposed Kaskaskia River development. Counting on increased water supplies for future industries and more recreational advantages, contributors chipped in \$3,500 in slightly over a month.

They donated \$300,000 within a sixty-day period to help the Felician Sisters contract for a new St. Mary's Hospital which will replace a building now forty-seven years old. The \$3 million, 125-bed structure is scheduled for completion in December, 1957.

Other generous citizens, like *Centralia Sentinel* publisher Verne E. Joy, have endowed funds for the Centralia Foundation which holds the Centralia Foundation Park System, the Hudelson Baptist Home, and administers three separate funds, including one for home economics scholarships.

It is no wonder then that young people want to stay in Centralia and newcomers are "really sold" on the town after a short while there. Even the casual stranger is impressed, not as much by the physical appearance of the city as by the pleasant nature of the people and the lengths to which their courtesy extends.

Albert Schmidt, executive secretary of the Chamber of Commerce and a relative stranger himself, put it succinctly: "If you ask directions of somebody in Centralia, they'll not only show you the way but they'll take you there."

ECONOMICS

NEW FEDERAL RESERVE RATES

CURTAIL LONG-TERM CREDIT

By Robert G. Layer

It is now a generally known fact among members of the business community that the Board of Governors of the Federal Reserve System has raised the rediscount rate recently for the sixth straight time. Virtually everyone has been told through the newspapers and leading magazines that such action is designed to be anti-inflationary. But even now the layman has only the foggiest notion of why this should be so, and he is even more confused about how the machinations of our complicated money and banking world will affect him.

The rediscount rate is the rate of interest that local commercial banks who are members of the Federal Reserve System must pay the Federal Reserve banks for use of funds to tide them over short periods when the reserves behind their customers' deposits must be brought up to the legal minimum. This rate of interest is sometimes called the "discount" rate and at other times the "rediscount" rate. The terms may be used interchangeably; technically, "rediscounting" refers to discounting a loan the second time.

Since Federal Reserve banks deal only with other banks, the effect of "Fed" actions on the local businessman is always indirect; even the small, local banks feel such actions in a delayed manner. It is the banks in the large, urban areas which react first to an increase in the rediscount rate. Large banks in New York, Chicago, St. Louis, etc., normally try, each day, to put all of their idle funds to immediate (although only short-run) use. Since they are hourly in the process of lending or borrowing short-run funds, they feel very keenly and immediately any changes in the cost of getting such funds. When the Federal Reserve Board raises the rediscount rate, it means that banks find it more costly to obtain reserve funds when they have exhausted the supply of money which some of the other banks may have had available to sell.

Naturally, an increased rediscount rate results in more than a day-to-day exchange of funds at higher rates. It means that those borrowers who pay less attention to small changes in the interest rate will continue their high (and perhaps increasing) demand for money. This they can do for a while without immediate consequences, but their continued high demand is felt at once in the urban center banks (in the manner described above) which are then forced to ration credit to would-be borrowers.

(Credit rationing comes about more slowly in

country banks because they normally keep proportionately more excess reserves on hand. Country banks cannot possibly put every excess penny to use, because they are not in close proximity to the money market in which borrowings and lendings are the result of rapid fire, and often transcontinental, telephone calls involving hundreds of millions of dollars at a time and with prices changing momentarily.)

This rationing process is not merely a matter of telling each prospective customer that he may have only, say, seventy-five per cent of what he would like to borrow, but it involves granting loans to certain types of borrowers to the exclusion (or virtual exclusion) of others. Those who rate high on most bankers' priority lists are the local businessmen who have a long record of faithful repayments of several short-term (ninety days or less) loans for financing marketing or merchandising needs. The business owner who borrows ostensibly for short-term purposes but whose loans must constantly be renewed, or who borrows with the gentlemen's agreement that it will be renewed at the end of ninety days, is now viewed with less favor.

Contractors Feel Pinch

Loan demands by other banks are reduced in priority, because each bank feels that it must take care of "its own." Demands by brokers are also viewed with less sympathy. A type which probably feels the pinch first and most severely is the loan to contractors for temporary building funds. Such a list could be refined and sub-divided almost without end; it is merely outlined here to suggest the process of readjustment which takes place as a result of two things: (a) the continuing high demand for funds by business borrowers in the face of nationally high employment; (b) the desire of the Federal Reserve to keep inflationary pressures from unduly increasing prices.

During the past five years the Federal Reserve has been endeavoring to play a role which will encourage the business-banking community to solve its own resource allocation problems without interference and has been shying away from the wartime type of selective and direct controls. Examples of such restrictions were the specification of percentage down payments and the length of payment time required in the purchase of durable consumer goods (refrigerators, television sets, washing machines, etc.). With the "Fed" staying away from such specific controls it is only natural that the free market will do its job in a manner which may seem ruthless to those who cannot afford to pay its price.

A final point must be mentioned for the sake of clarifying some apparent inconsistencies with respect to local conditions. The Federal Reserve and the flow-of-funds over which it exercises some degree of control are national in scope. Therefore, cannot, and should not, be expected that "Fed" policy will necessarily reflect the conditions of some community having specialized factors which are

The author is chairman of Southern's Department of Economics. He recently attended a seminar for professors of money and banking sponsored by the Federal Reserve Bank of Chicago.

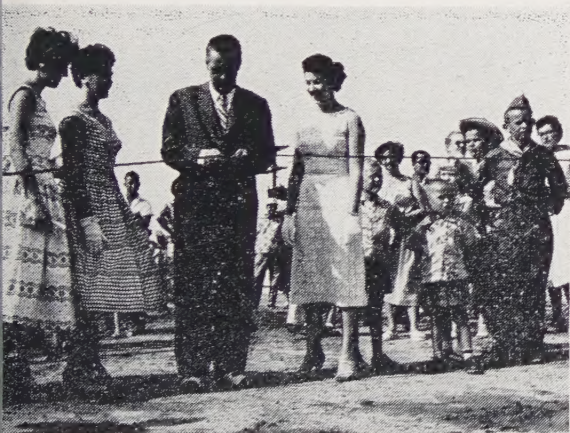
running counter to national economic conditions. Certain farm communities, some coal-producing areas, and the Detroit automobile-producing region are examples of sections of the country which have local conditions vastly different from the overall picture of high employment and rising prices. The Federal Reserve seems clearly desirous of steering away from effecting changes in such areas; it feels its job is to watch *general* economic conditions and let private business and/or government worry about the adjustments necessary between *specific* types of borrowers.

NEWS NOTES (continued from page 2)

Rehabilitation Counseling."

from IRFA . . . "one of retailing's best customers . . . is the union man . . . when retailing fights against high prices, so high as to discourage employment, it is befriending its best customer!"

from FLORA . . . "Flora Bowl and Bowling Food Incorporated had grand opening. Flora Airport and Pure Oil Company had the Governor there for the grand opening."



from CHRISTOPHER . . . "businessmen's group has largest membership in history; over 150."

from ILLINOIS STATE FEDERATION OF LABOR News Letter" . . . " . . . buying power of wages and salaries must increase continually if the country is to prosper . . . goods are produced for sale. When production outpaces sales, goods pile up on store shelves and in warehouses, production schedules are cut back, and workers are laid off."

SBI NAMES TUDOR

Dr. W. J. Tudor, acting director of the Division of Area Services of Southern Illinois University, has been appointed to the Small Business Administration's National Board of Field Advisers. Members of the National Board primarily advise and work in conjunction with the Regional Director and advise on present and future programs and plans.

SIU NEWS

BIGGEST CONSTRUCTION JOB

IN SOUTHERN ILLINOIS AT SIU

By President Delyte W. Morris

Construction work under contract at Southern Illinois University or carried over from the last biennium totals \$8,600,000, the largest building project underway in Southern Illinois.

The University building program is losing ground when viewed in terms of space needs, however. Enrollment has more than doubled in the past few years and is expected to nearly double again by 1962 or thereabouts. There are some 6,300 students on campus this fall.

The major projects under construction are the Thompson Lake residence halls just south of the main campus and the \$2,500,000 Agriculture building. At Thompson Lake, the \$4,940,000 construction cost includes six dormitories, each housing 123 men, and a spacious dining hall. Most of the funds for this project came from a \$3,355,000 loan from the Housing and Home Finance Agency, the largest transaction ever negotiated by that federal office.

Site development work is planned or is underway around Thompson Point, the University School, the new Library, and the Life Science building. Work is also continuing inside the Library which was put into use a year ago when the interior was only 42 per cent completed.

Top priority in University requests for future capital appropriations will be given to a Home Economics building, a Men's Physical Education building which would also be used for an Area Community Center, a College of Education building, and an Industrial Education and Technology building. Funds will be borrowed for a Student Union and financed out of a special student fee assessment voted by the student body.

It is expected that the University's current building program will keep construction crews busy on the campus for the next fifteen years. At the end of that time, Southern Illinois should have a university with a modern, efficient physical plant to replace World War II barracks buildings and aging former residences which now serve as classrooms and offices.

One of the most serious problems imposed on Southern by its rapid growth has been the matter of parking facilities for staff and commuting students. With the addition of two new parking lots on the Illinois Central right-of-way and doubling the space of another near the Library, the University now has fifteen sizable parking areas and several smaller lots.

The situation is so acute, however, that freshman students will be prohibited from bringing cars on campus starting next summer, and the motor vehicle ban will be extended over a five-year period to cover all classes.

COOKING DONE BY MICROWAVES; ELECTRONIC RANGES AVAILABLE

By Ellen K. Snyder

The old term "cooking with gas on the front burner" may soon be revised to "cooking in minutes electronically."

Before the days of the electronic range, 75 per cent of all cooking was done on the surface units and 25 per cent in the oven. With the electronic compartment, this picture changes to 90 per cent of all cooking done in the electronic range and only 10 per cent on surface units.

The electronic range resembles the conventional oven in appearance but its operation is quite different, and cooking is considerably quicker. Microwaves, produced by a magnetron tube, operate at a frequency of 2,450 megacycles approved by the Federal Communications Commission. Because the electronic unit operates on its own wave length, it does not interfere with the operation of television or radio.

These electronic units may be built-in or used as table models. A small impeller located in the compartment circulates and distributes the microwaves to insure even cooking.

A metal grill in the door provides for visibility as well as ventilation for the escape of moisture which may occur during cooking. The oven is also vented from the top or back of the compartment, but it is impossible for microwaves to escape through these vents.

Like most appliances the electronic range has its advantages and disadvantages. Some of these are noted below.

Advantages

1. *Energy.*—The electric range consumes around 3,000 watts of electricity while the electronic range needs only about 750 watts for only a fraction of the cooking time.

2. *Speed.*—Time for preparation of meals is cut by one-half to one-eighth of that required in conventional ranges. Here are some illustrations of electronic cooking times, with the time required by conventional ranges in parentheses:

- 5½ lb. roast (3–3½ hours)—30 minutes
- Baked potatoes (45 minutes–hour)—4 minutes
- Bacon (10 minutes)—90 seconds
- Eggs (3 minutes)—20 seconds
- Broccoli, frozen (20–25 minutes)—4½ minutes
- Layer cake (25–30 minutes)—3 minutes

3. *Coolness.*—Since the food absorbs the heat, the walls of the electronic range stay cool.

4. *Safety.*—Absence of heat makes it unnecessary to use hot pads (except when using the broiler unit or the companion oven.) No burned fingers. Impossible to get microwave burns as the unit will

not operate when the door is open.

5. *Economy.*—Cooking time is shortened and energy used is much less. Leftovers can be reheated without great loss of moisture.

6. *Retention of flavor.*—Cooking with extreme speed retains moisture and flavor in foods.

7. *Retention of food value.*—Nutrients which are usually destroyed by long cooking are preserved. For example, cabbage retains 17 per cent more vitamin C and beef loin retains 4 per cent more thiamin and 12 per cent more riboflavin.

8. *Ease of operation.*—There are no temperatures to remember; simply turn the dial to the proper time required.

9. *Ease of cleaning.*—Foods which have a tendency to splatter can be covered with paper toweling, thus eliminating the necessity of scouring the range.

10. *Less dishwashing.*—Foods can be stored, cooked and served in the same containers.

11. *Service cost small.*—We are told that the unit uses a magnetron tube which does not need to be replaced (however, we know anything man-made can wear out) and the unit has five standard television tubes which cost about \$2.00 to \$2.50.

Disadvantages

1. *Price.*—The newness of this appliance backed by years of research, along with limited production, makes the price almost prohibitive. At present, the home range sells from \$1,000 to \$1,250.

2. *Browning.*—Won't brown. One company has an auxiliary unit in their range, a super speed coil element used for browning or crusting.

3. *Won't bake a few foods.*—Those foods which resist quick cooking or depend upon eggs for leavening don't cook as well; for example, souffles and angel food cakes, or double-crust pies. Tougher cuts of meats, usually less expensive, don't do as well; they need longer, slower cooking.

4. *Frozen foods.*—Can't cook frozen foods in their aluminum containers; aluminum reflects microwaves.

5. *Eggs.*—Can't be cooked in the shell unless the shell is punctured; otherwise, they will explode.

6. *Metal utensils.*—Metal cooking utensils which most of us already have, can't be used because the metal absorbs the high frequency waves, causing it to become very hot.

7. *China.*—China with gold or metal trim can't be used; microwaves may damage the trim. The high frequency heat will also destroy most plastics.

Peabody Coal Company plans to use the world's largest power shovel at its King River mines near Freeburg. Operation with the new seventy-cubic yard shovel is expected to begin early next year.

This article is based on material gathered in an SIU home economics graduate course under the direction of Dr. Eileen E. Quigley.

"Pilot Study of Southern Illinois," a 114-page analysis of the region by Charles C. Colby, will be off the Southern Illinois University Press in October.

DO-IT-YOURSELF AQUARIUM TOOK MANY MONTHS TO DEVELOP

By Milton Wood

It is not the purpose of this article to discourage anyone who may be in the process of developing an item to be marketed. It is rather to acquaint people in general with the difficulties that can be encountered when trying to develop a single item.

The idea of an assemble-it-yourself fish aquarium was presented to Egyptian Enterprises Incorporated by Jim Baggott of Zeigler, Illinois, who had spent months of his time perfecting an adhesive that would not be affected when submerged in water. It had to be of a quality not harmful to fish or any form of life that might be placed in a home aquarium. Perfecting the adhesive was no small part of the development.

The Egyptian Enterprises board of directors called a meeting to discuss the possibilities of such an aquarium. After four lengthy conferences, it was decided to test the idea. The Small Business Institute of Southern Illinois University was very helpful in making available various information.

For the testing it was decided that enough materials would be purchased to package two hundred aquariums of approximately eight gallon size. Materials needed were glass, frames, adhesive, plastic tool for applying adhesive, and packaging.

Three major suppliers of glass were contacted for cost of double strength window glass in two sizes, 10 x 18 inches and 9 3/4 x 10 inches. The order was placed with the firm that submitted best price and delivery date. The adhesive was contracted for from Baggott.

The next item to be procured was the frames. This turned out to be the biggest bottleneck of the project. The original plan was to use a 1/2 x 5/32 x 1/2 inch channel as the top frame and a 1/2 x 1/2 inch angle as the bottom frame. These were both to be fabricated on a 10 x 18 inch rectangle with 1/16 inch tolerance. Metal fabricators in St. Louis, Chicago, Evansville, and Gulfport, Mississippi, were contacted as well as many smaller fabricators in the Southern Illinois area. Many of these firms simply could not fabricate this type channel. Those who would asked from \$150 to \$600 for tooling costs.

Material to be used was .032 in. sheet aluminum. Another problem encountered was the welding of this thickness of aluminum as the frames had to be one piece. A month of valuable time was spent to no avail. It became necessary to make a change in the plans.

More board meetings were called by the president.

Milton Wood is manager of Egyptian Enterprises, Incorporated, West Frankfort. His article deals only with some of the problems presented by the product itself. The reader should remember that Egyptian Enterprises also had to worry about market research, pricing against competition, postal regulations, patent research, salesmen, distribution, and many other problems.

Roy Patton. More time sped by. It was then decided to see if it would be possible to get a 1/2 x 1/2 inch angle fabricated for both top and bottom at a reasonable cost. It was also decided to switch from aluminum to stainless steel.

High Cost for Frames

Numerous firms were again contacted. This time we were more successful in finding those who could do the job; the angle did not present the problem of forming that the channel did. We were not long in finding out that the price was still an important factor. Every estimate ran considerably above the planned price that the frames should cost.

Another change was suggested. This was to use a 3/16 x 1/2 inch angle instead of the 1/2 x 1/2 inch. This would again be standard for both top and bottom. Besides reducing the cost of material slightly, it improved the appearance of the aquarium.

We then discovered that the cost of stainless steel was so high that it was necessary to give up the idea of using it. The possibility of using some other type of material was investigated. The first one was a molded plastic. No one in the plastic business was interested in making a mold for less than 10,000 units. It was also discovered that our adhesive did not give a perfect bond between plastic and glass. Rubber extrusions were considered next. This material was not practical to use for many reasons.

Jim Baggott came up with the idea of using



Assembly Kit and Finished Product

heavy tensile strength aluminum foil, which could be bought in sheets, rolled on a cardboard tube, and cut off in rolls of desired width. The customer who purchased an aquarium would then do his own fabricating. Experimenting with the aluminum foil proved to us, however, that it was not practical. It was difficult to work into a professional-looking job.

After all of the above mentioned materials and ideas had failed, the possibility of using a cheap grade of sheet metal with a wrought iron finish was investigated. A small local firm which did sheet metal work and also some production on wrought iron was contacted for the cost of such frames. These figures were not available for a week to ten days, but we were very happy when we did receive the cost of this type of frame because it was in line with the original estimate. The contract was made finally for the badly-needed frames. A lot of time had been consumed in acquiring them.

Packaging Experiments

The next step was packaging. A commercial artist had been contacted to make rough sketches of the art work and printing to be used on the carton. The one with the best appearance and most appeal was then taken to St. Louis to a packaging expert. Along with this it was necessary to take all of the items that would make up a complete aquarium. These consisted of five glass plates, frames, two tubes of adhesive, plastic tool, and assembling instructions. When these were presented to the packaging engineer, it was found that some experimenting would be necessary before a final design could be worked out.

The completed package was to be mailed to Egyptian Enterprises office to see if it would arrive in good order. Here again we ran into high cost per carton due to the fact that we did not need quantity. With the sample carton we received information regarding price of cartons, type of board to be used, price of the plates for printing, and the cost of printing.

The next item needed was the plastic tool for mixing and applying of the adhesive. The work of procuring this tool went on during the time that the effort was being made to get the frames. We knew that it would be impossible to have one made in the quantities we needed. We therefore had to find a stock item that would be suitable for the job. The tool had to be spade-shaped at one end and the end of the handle had to be of a shape to strike the joints on the inside of the aquarium.

This item was purchased from a novelty advertising firm. The cost was very low. The minimum number that could be purchased was one thousand.

Clear, Easy Instructions

The next step was the writing of the instructions for the assembly. These had to be clear, simple, easy-to-follow directions with drawings to explain each step. After completion of the copy they were given to the printer for cost estimate. All that

remained then was the actual printing.

This completes the list of steps needed to prepare the aquarium for marketing. There remains the distribution of the product.

Egyptian Enterprises was incorporated in March, 1955, by a group of businessmen who wanted to help small manufacturers in the Southern Illinois area market their products. At present a line of artificial bridal flowers is being distributed by nine photographic supply jobbers all over the United States. The board consists of the following men: Roy Patton, president; Larry Finazzo, vice-president; R. L. Brown, treasurer; Jim Gray, secretary; Ed Kuca, Leon Rissi, and Roy Whitacre.

LABOR LEADERS MEETING

About thirty labor leaders of Southern Illinois met for a five-week training course on the Southern Illinois University campus during the spring and summer of this year. Sponsored jointly by the Southern Illinois Labor Relations Council and SIU, the sessions involved discussion of topics of current interest in the labor field.

The first session was on "Psychological Problems of Labor Relations." Round table participants were J. O. Jones, International Brotherhood of Electrical Workers, Local 702; Sam Trefts, Teamsters, Local 347; John Margando, International Representative of the International Association of Machinists; John McDermott, Southern Illinois District Council of Laborers; and Professor William Westberg, Psychology Department, SIU.

At the second meeting, R. W. Fleming, Director of the Institute of Labor and Industrial Relations, University of Illinois, led discussion on the guaranteed annual wage, and other current issues in collective bargaining. Then Harold Gruenberg, attorney, of St. Louis spoke on the Taft-Hartley Act. Tom Cosgrove, Education Office, Textile Workers Union, led a very spirited discussion on the history and philosophy of the labor movement at the fourth meeting.

Fern Rauch, Illinois State Department of Labor spoke on "The Responsibilities and Privileges of Labor Leader" at the closing dinner meeting.

The general plan will be similar for meetings to be held this fall and winter. Dates are still to be announced.

Chester will contribute \$50,000 toward a \$150,000 expansion program planned by the Wayne Knitting Mill plant there. The hosiery firm has assured the Chamber of Commerce the expansion will mean \$4 million payroll in the community in the next ten years.

The expansion program would include construction of a new building. The company has agreed to refund local contributions to the \$50,000 community fund if the minimum payroll guarantee is not met.

CHOICE OF IKE OR STEVENSON MAY REST WITH INDEPENDENTS

By William A. Pitkin

Competition is the basic principle of American economic life. Both the common law and the statutes oppose monopoly. Similarly in our political life the competitive principle is foremost; the political strife associated with our democracy has arisen from our natural preference for republican principles (to use a Jeffersonian phrase.)

In economic life the American people have been compelled to fight monopoly, but in the political sphere the rivalry of political groups has been spontaneous. Notably since the era of Hamilton and Jefferson—the founders of the political party system—the American people have engaged in a healthy struggle for the control of government. Fortunately, the two-party system has been adopted almost by unanimous consent.

Notwithstanding the emphasis upon parties the *dependent voter* often holds the balance of power. Millions of voters prefer to follow a policy of watchful waiting. The *independent* will vote either ticket. He has no loyalty to party as such. Whistle-stop campaigning and television programs are now being planned to influence these crucial voters in the fall of 1956. These independent voters elected General Eisenhower in 1952; they will elect a president in 1956.

The Democratic candidates' task is not impossible but it is very difficult. The Republican candidate in the mind of the American people is a political giant; he enjoys political power reminiscent of F.D.R. Yet, Governor Stevenson is widely admired and greatly respected, too.

The main weakness of the Republicans may well be an easy assumption that the "champ" cannot be defeated, that President Eisenhower's leadership (the great crusade) rises above any particular issue. The Republicans will be well advised to assume that their candidate's tremendous popularity is not enough to transcend the need for considering such issues as the farm problem and civil rights in plain words. If both candidates discuss issues, as these could be discussed, the American people will benefit from the "great debate."

As far as the candidates of 1956 appear in stature, the conclusion is readily drawn that no matter which ticket wins, the American people cannot lose. The voter will do well to weigh in his own mind the question: Which of these two teams will administer the affairs of our government with the greatest skill?

Threats of Communism

The really great issue before the nation is: How can we preserve our way of life and how can this great nation maintain its independent position in a

world so largely hostile and envious? Old-fashioned isolation is not the answer. The United States as the leader of the free world must achieve strength so far beyond the capacity of Russia and her satellites as to make any attack on us appear hopeless. The American people themselves must answer the question: Can Mr. Eisenhower or Mr. Stevenson best give the United States the powerful positive leadership absolutely essential to the preservation of American civilization? To state this question is not to imply that either cannot do the job. The question is, rather, which of these two strong men can lead us more effectively during the next four years? International communism is not going to evaporate or shrink away as a result of wishful thinking on our part. It has got to be contained. This means that the United States must make herself effective to the degree that our main enemy will abandon any prospective plan of attack on us.

The observation was recently made that the United States has a gross annual product of 360 billion dollars, equal to 60 per cent of the world's goods, while the American people constitute only 6 per cent of the world's population. These figures strikingly demonstrate the kind of a foreign policy required to keep the "have-not" and neutralist nations from following the Soviet Union. Inescapably the American voter must place the conduct of our foreign relations in the number one position as an issue.

The prosperity now being enjoyed by the American people, despite admitted weaknesses, is so great and so far beyond anything ever seen previously that the present Administration cannot be attacked successfully on this issue. But any serious break in the prosperity front would provide the Democrats with powerful political medicine. The most likely outcome of a sudden reversal of our general prosperity would be reflected in the congressional contests and not in the race for the presidency.

The fact that a Republican president has given the country a successful administration with a Democratic congress is likely to lead the electorate to conclude that such a situation, though not a New Deal, is a Good Deal, and good enough to be continued. Another important factor likely to influence the voter is the fact that the American people have long felt that the presidential office required some revamping, and Mr. Eisenhower, in the natural course of human events, has been able with apparent success to delegate to others many duties. The presidential office must be made less onerous, and the voters may conclude that the alterations of recent months are good.

Other issues stand out, of course. The farm problem is important. More crucial today is the civil rights issue. The Democrats need the electoral votes of the southern states to win in November. Southern voters expect the Democrats to be their friends, and if they conclude that Mr. Stevenson is going to favor a liberal civil rights policy, many southern Democrats will vote the Republican ticket.

COMMUNITY DEVELOPMENT

TRAINING PROGRAM AMONG COMMUNITY SERVICE VENTURES

By John B. Barnes

Community development, a rather new role for American universities, is gradually taking its place beside the more orthodox and accepted activities of our colleges and universities. It grows out of a dual realization: first, that the public institution of higher learning must serve its area in as many ways as possible. This includes education for the professions; programs of general education which every maturing person needs; adult and evening classes in the trades and services; and informal adult education through institutes, conferences, and workshops.

Secondly, the rise of the new profession of community development grows out of the realization that our country is as strong as the composite strength of its many communities. Our democratic heritage can only be strengthened and preserved as it takes root among people in their natural setting. Legislation is the outgrowth of dynamic community concern. It reflects either faith and progress or fear and complacency. Thus the real root of many problems can be tapped and nourished in the local community. The university, with its myriad of talents and abilities, is therefore the best outside agency for improving community living.

Even though educators will generally concede these two premises, only a handful of universities in our country have taken concrete steps to institute departments which might devote themselves to community development. It is not the purpose of this article to explore the logic, or lack of it, in this neglect. The purpose is to describe recent emphases in Southern Illinois University's Department of Community Development.

I. The First Annual Report

The Department of Community Development is in process of preparing its first report of activities. Since its origin in 1953, the department has conducted intensive, year-long community development programs in Eldorado, DuQuoin, Rosiclare, Elizabethtown, Carlyle, Flora, Cobden, Mounds, and Coulterville.

Special projects have been initiated in other communities. Individual staff members have served as speakers, discussion leaders, and consultants to groups throughout the area. Various workshops and seminars have been held both on campus and in the area.

Visitors from many states and five foreign countries have come to Southern Illinois University's

Dr. Barnes is assistant director of the SIU department of community development.

Department of Community Development. Only recently three community development trainees from Iran, Jamaica, and Jordan spent a month studying the operation of the department. Their aim is to return to their native lands to direct community development programs whose goal is to reawaken the people to their community needs and to spark a grass root development which could create youthful vigor in the ancient cultures of our world.

Copies of the report will be available on request.

II. New Staff Members

There is now no single area of our academic world which trains community consultants. Our staff is composed of men who have only one thing in common—a belief in the validity of the democratic process to solve community problems.

Several new staff members are arriving to replace the inevitable few who are mobile in the academic world. No additions were possible at this time. The weight of requests for services and the nature of our area dictates the need for future departmental expansion.

III. Economic Development

For decades much of Southern Illinois has been riding an economic unicycle—for a time agriculture, then coal mining. Today a good many of its skilled workers have either out-migrated to industrial centers or are daily commuters, some driving distances of 200 miles per day to ply their skills.

In the up and down of modern America, a diversified economy is essential. Work stoppages, seasonal needs, natural phenomena—such as the freezeout of this area's peach and apple crop last year—should force us to develop a four-wheeled approach to Southern Illinois' economic development: agriculture; coal and other minerals; tourism; and manufacturing.

In different degrees in different places, the economic factor contributes to community progress or retardation. This fact has been appreciated since the beginning of the department. However, only recently has the department been able to employ a professional industrial consultant who devotes full time to economic development.

The keen competition for new industry among thousands of towns in the 48 states almost dictated this kind of emphasis. The industrial consultant assists all community development towns in their economic development, working closely with the general community consultant. He is also free to follow leads, make studies of various potentials, and work with the industry committees in each town.

Industrial development is viewed as an integral part of total community development. Neither can be separate endeavors.

IV. The Community Development Institute

In July of this year the SIU board of trustees established the Community Development Institute and authorized the granting of B. S. degrees in

community development. This is the first teaching program of its kind in the United States. Sensing the demand for professionally prepared personnel, the department has designed an undergraduate program which includes classwork, seminars, and directed field experience.

The department is uniquely suited to pioneer in this manner. It has the largest field staff of any American university; it works in rural, village, town, and semi-urban settings; it has on its staff people who are both practitioners and philosophers; and it relates itself to the several other departments on campus whose purpose, in part, is to offer area services.

The student may either major or minor in community development. It is believed that persons majoring in many fields, such as teaching, law, the ministry, scout work, social work, and others would profit greatly from a minor in this new field.

V. The Long View

Even as merchants plan in July for the Christmas season, a young department pauses to take the long view. Several possibilities can be seen. Southern, through the Community Development Institute and other related departments such as Local Government Center, can become a national training center for community consultants. Local communities will be strengthened as graduates of the Institute return to form the leader core.

Greater emphasis on economic development, in co-operation with large corporations in Southern Illinois, will definitely lift the level of living. The democratic process of problem solving will supplant the "rocking chair" method of dealing with community issues.

Co-operation between towns in the area will become outwardly noticeable. A current example is the united spirit originating in Pulaski and Alexander Counties, specifically between Mounds and Cairo. Such co-operation benefits all and ends a 20-year era of quiet hostility which was conceived during the 1937 flood. Similar area co-operation will be solicited in Pope and Hardin Counties as Golconda begins a community program this fall.

— — — — —

PERSONNEL GROUP

Southern Illinois Personnel Management Association has held a series of dinner meetings, with a very favorable response. The purpose of the association is threefold:

1. The exchange of information on problems of personnel administration;
 2. The increased promotion of research to improve the techniques and methods of personnel administration; and
 3. The dissemination of information on the improvement of personnel relations to the management officials of the organizations represented.
- Currently, the association is meeting on the third Thursday of each month. Interested persons may write the secretary, Dr. W. J. Tudor of SIU.

MORE ILLINOIS HIGH SCHOOLS OFFERING DRIVER EDUCATION

Driver Education in the public schools of Illinois through the diligent effort of educators, safety experts, public officials, law enforcement agencies, law makers, and parents has reached the point where it now is a full-fledged member of the high school curriculum.

Data collected by the Office of Public Instruction reveal the rate at which driver education is growing in Illinois. (Table 1.)

The need for driver education is evident to anyone who observes human behavior on our streets and highways and who thoughtfully examines the available facts. In 1955 there were seventy-two million licensed drivers and fifty-eight million

TABLE 1

DRIVER TRAINING IN ILLINOIS HIGH SCHOOLS

	1955	1956
Public high schools in Illinois		705
Schools with driver education programs	507	654
Schools without driver education programs	187	51
Classroom instruction only in driver education	237	320
Students receiving classroom instruction	42,612	54,243
Schools with "behind the wheel" training	293	334
Students receiving both classroom and "behind the wheel" training	18,483	21,317
Teachers of driver education	1,408	1,727
Teachers certified "behind the wheel" and employed	413	467
Dual-control cars being used in Illinois	334	396
Schools conducting courses for adults	71	71
Adults trained in the courses	1,856	2,502

registered motor vehicles, and more of both can be seen year by year.

Seventy-five per cent of our farms are now equipped with cars or trucks; 85 per cent of our workers who live ten miles or more from their jobs commute by car, and 51 per cent of all persons who are fourteen years of age and over drive motor vehicles.

Driver education has become part of the high school curriculum because:

1. There is a keen interest in the motor vehicle and in learning to operate it skillfully—an interest shared by parents and our youth.

2. Young people attain driving age during their high school years. The legal driving age in the state of Illinois is 16 years.

3. Learning to operate the motor vehicle can best be taught by our schools and by high school teachers trained in driver education.

The basic objectives of education in the safe operation of the motor vehicle on our highways are the same for all levels of instruction. These purposes have been stated and restated by the National Commission on Safety of the National Education Association many times. They are as follows:

1. To promote the safe, efficient and enjoyable use of equipment and environment.

2. To develop a strong sense of personal and social responsibility in the use of the motor vehicle and our highways.

3. To develop pride in maintaining high standards of performance.

4. To promote effective habits of co-operation in meeting and solving common problems.

5. To prepare people for useful vocations suited to their individual abilities.

6. To develop skillful drivers who possess desirable attitudes concerning the motor vehicle and traffic safety.

BUSINESSMEN HAVE BIG STAKE

IN EDUCATION OF AREA YOUTH

By Jo Ann Boydston

Southern Illinois businessmen are playing a vital part in the educational life of this region. They agree that what's good for the schools is good for business.

They serve on boards of education, Parent-Teacher Associations, citizens' committees, school survey committees, community development project committees, park and recreation boards. So many businessmen are involved in so many projects of this kind that their time, effort, skill, and money represent a sizable investment in the future of Southern Illinois.

One of the educational projects in which a number of businessmen are investing is the work of the Educational Council of 100, Incorporated, which cuts across many segments of community life in Southern Illinois. Its members are ministers, public officials, superintendents, housewives, principals, newspaper reporters and editors, architects, farmers, physicians, teachers, bankers, clerks, and small businessmen.

These people, representing the southern thirty-one counties of the state, want to promote increasingly better education for the people of the area. It is significant to note that, of all groups represented, businessmen outnumber the others. Their energy and enthusiasm have strengthened the Council.

At the organizational meeting of the Council of 100 in 1949, President D. W. Morris of Southern

Illinois University stressed the ever-functioning cycle which determines the productivity of a community: education—business and industry—individual's earning power—home life—community life—education. By working toward better education in Southern Illinois and, at the same time, functioning in the business part of the cycle, businessmen members of the Council are playing an dual role in uplifting community standards, resources, and achievement.

Areawide Approach

It must be recognized that most of our counties "downstate" have educational problems in common, problems which can be solved by study and action for the entire section. This is the task the Educational Council of 100 has set for itself. Council members study their local needs and, together, they look beyond these local needs to the area. They find similarities and inter-relationships which serve as a springboard for Council action.

Typical of Council activity is participation in hearings which the School Problems Commission holds in Southern Illinois. During each session of the legislature the Commission investigates conditions in the schools. Interested individuals appear before the Commission to make recommendations about legislation.

Unwilling to leave this important function to chance, the Council of 100 calls upon all groups interested in education in Southern Illinois to come together and formulate a program. Members of the Commission have repeatedly recognized the value of having a composite picture of Southern Illinois school problems.

A totally different type of action by the Council of 100 can be found in its leadership in encouraging outdoor education for all school children of the area. Workshops, publications, and consultant services are part of the Council's program to assist local schools in taking the first steps in providing outdoor experiences as a regular part of the curriculum. A co-operative school camp for all area children is being developed at Little Grassy Lake; its name is an abbreviation for Southern Illinois Boys and Girls—Camp Si-Bo-Gi. When the camp is fully developed, two thousand children, with their teachers and leaders, can live, work, and learn together in a setting which will be completely unique in the United States.

The Council of 100 bases its plans and projects on the conviction that better business and better schools are indispensable to each other. Southern Illinois businessmen, too, have the vision to foresee a bright future for this area through improved educational standards. This is demonstrated by the efforts they are making in behalf of the Council program.

Chester Needlecraft Company has been chartered to manufacture men's, women's, and children's apparel. The firm was incorporated for \$100,000 in August by a group of local residents.

Dr. Boydston is executive director of Southern Illinois Educational Council of 100, Incorporated.

CHAMBER OFFICIALS MEET

The largest group of Chamber of Commerce presidents and secretaries ever to meet together in the 31 southern Illinois counties gathered at J under the joint sponsorship of SIU's School Business and the Illinois Chamber of Commerce executives, Regions 6 and 7. The all-day meeting, attended by 41 out of a possible 61 Chambers, totaling 71 people and covering 25 of the 31 counties, was arranged by the Small Business Institute.

Judge Laurence Arnold, Olney, spoke on "Your Chamber President" at the group meeting for presidents with William J. Tudor, Carbondale, presiding, and Gene Cox, Marion, panelist. James F.annon, Benld-Gillespie, presided at the secretaries' meeting where John Neils, Champaign, spoke on "The Important Role of the Chamber Secretary." Cy Hubbs, Herrin, was panelist. These meetings brought out an exchange of ideas emphasizing the possibilities of chamber officials, and the interdependence of these officials.

Vernon Morrison, assistant dean of the School of Business, presided at the two consecutive afternoon sessions. George Pendell, Mattoon, spoke on "Funder Financing through Increased Membership" with J. G. Winfrey, Carmi, and Harry Weeks, Cairo, as panelist. Charles Spilker, East St. Louis, led "The Gears Mesh with a Successful Program" on this theme with Virginia Mann, West Frankfort, as panelist. These speakers and panelists dynamicaly presented sound, living membership and program plans for Chambers of Commerce. The participation from the floor was spirited. Pendell emphasized, "Know your community, get your sales up, get your show room and get your financing."

He further pointed out that "a unification of the community by asking people what they want done, and then doing it, is essential for growth." Spilker showed how to develop various types of programs including the necessity of working with divergent groups, and being prepared to assist fully in political areas with civic information.

R. Ralph Bedwell, Director, Small Business Institute, explained at the noon luncheon the functions of the Institute and how the services of the Institute and the entire Southern Illinois University could be utilized by communities and Chambers. Richard W. Poston, Director, Community Development, chaired the noon meeting. Dean Willis Swartz gave the address of welcome.

William Greene, Mt. Vernon, was chairman of the morning session. John Prickett, President Illinois Chamber of Commerce Executives, and Willmore B. Hastings, editor, *Business Bulletin*, stressed the necessity of communities working together, pointing out that the Chamber of Commerce offers the best prospect for successfully spearheading community leadership. Community betterment, along all lines, was emphasized as an important part of the Chamber's work.

"You have the freedom to create what you want," Hastings said, "but have the responsibility for creating wisely. Businessmen must build a community through the Chamber activities by accepting their responsibilities, and these responsibilities are in excess of financial ones—they include giving of time, moral stamina, and ability."

"A Chamber must consider yesterday in planning today for tomorrow, and the businessman cannot, must not, and will not shirk his responsibility.

(continued on page 19)



U Graduate Dean Willis Swartz, William Greene, Harry Weeks, Cy Hastings, John Prickett

SMALL BUSINESS INSTITUTE**CONFERENCES WELL RECEIVED****BY RETAILERS, MANUFACTURERS****By R. Ralph Bedwell**

Three retailing conferences and one manufacturer's conference were staged during the past year at the request of area business people interested in the Small Business Institute's "Management Information" programs. The retailing meetings were held in Highland, Carbondale, and in the Mt. Vernon-Centralia area while the manufacturers group convened in East St. Louis.

The purpose of these meetings was to permit discussion of management problems within an organized program structure, and on a regular schedule. Each of the groups had eight meetings, with enrollments limited to twenty-five.

During the planning stages, a committee of businessmen from these towns sat down with the Institute staff to discuss how the program should be tailored for their particular groups. They also decided whether outside speakers, Institute staff members or other University personnel should be used. We found that the professional people on our staff, supplemented by other faculty personnel, did an excellent job of setting the stage for the discussion and assisting in the problem solving.

The eight dynamic retailing sessions were devoted to personnel and labor relations, finance, merchandising for profit, pricing, credits and collections, sales promotion, selling in the store, and buying for resale. The manufacturing sessions included planning for profit, financing your business, how to develop more business, production control, accounting, taxes and regulations, and labor relations.

Many other business groups have expressed interest in these "Management Information" programs, and the Small Business Institute is certainly willing to work with all of them. We have only limited personnel, however, and will have to ask you to contact us and be patient. Each group will be accommodated at the earliest available date.

Institute Schedule

The 1956-57 complement of conferences is practically filled at this time. The Harrisburg Businessmen's Organization is sponsoring an eight-week session which started October 1 and runs through November 19. This will give the group the benefit of information to use for the Christmas season.

Starting the new year, a conference will be held by the Benton Retail Merchants Association. This

Bedwell is director of SIU's Small Business Institute, one of the University's more recent programs designed to directly serve Southern Illinois.

series begins January 16 and continues through March 11.

West Frankfort has asked for a meeting in the January-February period and we hope to work them in if the staff is available. A spring series is scheduled for the Belleville-East St. Louis area.

All of these conferences will follow the theme of those during the past year. A speaker opens each meeting, one or two panelists augment his remarks, and a general discussion is held on the problem raised by the speaker and the relevant issues stemming from it.

In addition to the conferences mentioned above, we participated in a number of other programs both on and off campus, and provided speakers for businessmen's meetings throughout the area, covering such topics as "Salesmanship," "He's Your Customer," "Use SBI," "Management Is Most Important," and "The Small Retailer Is Our Backbone."

—o—

TOURIST INDUSTRIES**INCREASING TOURIST TRADE IS****OBJECTIVE OF 31-COUNTY AGENCY****By John B. Barnes**

One of our most neglected industrial opportunities in Southern Illinois is the development of our many tourist attractions. We live at a major crossroads between North and South, the nation's two greatest rivers border the region, the Egyptian Ozarks rival the retreats of nearby states, our man-made lakes form a chain down the center of Southern Illinois, and our culture and history are relatively old and filled with the excitement which Americans like to recall.

All of these facts and many others have prompted study and planning for a greater utilization of the many tourist attractions which we too often take for granted.

On June 5, nearly 100 interested citizens from twenty-one counties in Southern Illinois came to the University for a Tourist Industries Workshop. It was there decided to organize for tourist trade promotion.

A thirty-one county Association for Tourist Development was created. A board of directors was elected and charged with charting the beginning of our work. On the board are: Eugene Comte, Munciphsboro; R. O. Hasler, Vandalia; Keith Coleman, Mt. Carmel; Harry Weeks, Cairo; M. J. Boettcher, Chester; Harold Wolfe, E. St. Louis; R. A. Bonfield, West Frankfort; and Drs. William Freeburn

(Continued on next page)

Dr. Barnes is assistant director of SIU's department of community development and a member of the new tourist association's board of directors.



Area Chamber Executives at SIU

CHAMBER (continued from page 17)

without the Chamber, and without the businessman, the community must stagnate and die. There are only two directions to go, forward or backward, and a businessman who does not look forward is a liability to his community," Hastings continued.

TOURISTS (continued from page 18)

John Barnes of Southern Illinois University. This board has met twice during the summer and has laid down specific steps which we feel need to be taken immediately. One of the first duties was to select from two or more nominees from each of the thirty-one counties a representative to the advisory council. Four University personnel were assigned to the council.

At the next meeting the board and its advisory council will meet at the University. Each county group is to bring to this meeting data about (1) restaurant facilities, (2) Overnight facilities, (3) maps and photos of scenic points, (4) Highways to recreation areas (good, fair, poor), (5) List of special events, and (6) List of suggestions to forward to the legislative committee.

Our work is just beginning. Sources of financial assistance must be tapped. Interested citizens in each county must pull together explicit information on their assets and liabilities.

Some weaknesses are already evident. For instance, the facilities for light housekeeping are few, and outdoor camping privileges are likewise sparse. Finally trade is a large portion of the tourist industry and families wish to conserve their pocketbooks; hence, such facilities are needed.

NEW ILLMOKY CLUB ATTRACTS AD MEN FROM THREE STATES

By Don Hileman

The Illmoky Advertising Club started with only practicing newspaper advertising managers and salesmen but has since branched out to include anyone in the area connected with advertising in Southern Illinois, Southwestern Missouri, and Western Kentucky. It now has members, in addition to the newspaper field, from radio, retailing, manufacturing, and distributing for both consumer and industrial products.

It is designed to promote (1) the study of advertising, (2) the exchange of ideas about advertising, (3) the increased standards of advertising, (4) the fellowship between advertising men, (5) the nation, the state, and the three regional areas.

The club grew out of an adult extension class in newspaper advertising at Southern Illinois University, sponsored by the journalism department and the adult education division of the VTI.

Officers Named

Officers of the group are: Earl L. Jewell, advertising manager, *Cairo Evening Citizen*, president; Raymond Floyd, editor and publisher of the Portageville, Missouri, *Review* and the Lilbourn, Missouri, *News* as Missouri vice-president; Pat Magee, editor and publisher, *Advance-Yeoman*, Wickliffe, Kentucky, as Kentucky vice-president; Dan Brown, advertising manager, *Southern Illinoian*, Carbondale, as Illinois vice-president; W. Henson Purcell, managing editor, West Frankfort *Daily American*, treasurer, and Don Hileman, SIU, executive secretary. Officers are in Barracks N, SIU.

The group is to meet four times a year, rotating the meeting places to compensate for the traveling distance. Membership is now twenty-five, and thirty-seven persons attended the summer meeting. The meetings are designed to take one of two forms, i. e., case study sessions of people in our area who have and are advertising successfully, or people brought in from outside our area to share new ideas on specific subjects.

R. Jack Lewis, Anna, addressed the opening fall session on "Bunny Bread's" advertising, pointing out the different types of advertising used by them to increase volume. Previous speakers had been Barney Fisher, Cairo, and R. V. Lewis, West Frankfort.

The group, in conjunction with the journalism department of SIU and the Advertising Club of St. Louis, sponsored a workshop in advertising on the campus of Southern early in May of this year. It will be an annual event dealing with all phases of retail advertising.

Dr. Hileman is an associate professor in Southern's expanding department of journalism.

FIVE DEPARTMENTS CONSTITUTE NEW SIU SCHOOL OF BUSINESS

By Henry J. Rehn

Southern Illinois University has been training business teachers for many years although many students have gone into business instead of teaching. It was not until 1946, however, that the first students (six of them) were graduated from a strictly business program as distinct from a teacher training program.

Ten years later, in 1956, the number graduated had grown to seventy-seven. In that ten-year period a total of 337 students were graduated from the business administration program with a bachelor's degree, and three with a master's degree. From 1946-54 these students were graduated from the College of Vocations and Professions. In 1955-56 they were graduated from the School of Business and Industry. From now on they will be graduated from the School of Business.

More students at Southern Illinois regularly register as majors in business administration than in any other department of the University. Between 1950 and 1955, when the University's enrollment almost doubled, the number of students in business administration grew even faster.

Whereas at the beginning of the period 11.3 per cent of the entire enrollment was in business administration, by the end of the period it had grown to 12.7 per cent. Student credit hours registered in business administration in the same period increased 117 per cent, quite above the substantial increase of 82 per cent for the University.

New Departments

Beginning with this school year the Department of Business Administration is being replaced by four separate departments: Accounting, General Management, Marketing, and Secretarial Sciences. These four departments and the Department of Economics now constitute the new School of Business.

This new organization is justified by the fact that the number of students in these individual areas has reached the point where specialized programs administered by separate departments will serve them most effectively.

Under the new organization it is expected that these departments will continue to grow both in size and in quality of the program that they provide. As other specialized programs reach an adequate size new departments can be created to better serve the students. For the immediate future such specializa-

tions as finance, for example, will be provided within the framework of the department of general management.

For the fall term, 1956, the teaching staff consists of fifteen persons in business and five in economics.

Other Business Programs

In addition to the program of the School of Business, the University's Small Business Institute provides a four-year educational program for students whose preparation for a specific small business may require courses not on the regular business administration program.

The University's Vocational Technical Institute provides a series of two-year programs for training high school graduates toward specific business positions.

The fourth phase of the University's training for business is carried on by the Adult Education Division which, when suitable staff can be obtained, gives individual courses where there is a need for them. Work in these courses does not carry university credit but the program constitutes a distinct service to the business interests of Southern Illinois.

The School of Business is currently housed in two one-story barracks buildings on South Thompson Street, below Harwood Avenue. This continues to pose a cramped space problem in caring for the office needs of over two dozen faculty and student workers, and classrooms for nearly sixty different classes. The specialized equipment required for many of these classes—accounting, typewriting, calculating machines, statistics, business writing, etc.—in summer as well as during the academic year, suggest the need for early construction of a special-purpose business building, the facilities of which could also be brought to the direct service of business groups in Southern Illinois.

The first Marietta Continuous Miner built by the Clarkson Manufacturing Company of Nashville has been shipped to France after being purchased for about \$100,000. The thirty-four ton machine, which took a year to custom build, was ordered by the French Mining Mission for use in a privately-owned mine in that country.

A Community Jubilee was held in McLeansboro when the Elder Manufacturing Company, in business there since 1922, moved into a new building. McLeansboro Industrial Development, Incorporated, raised \$35,000 to purchase the firm's old building in an effort to induce new industry.

Sound selling practices tied into consumer-minded advertising was the theme emphasized by C. Hastings in his talk on "Real Estate Advertising" given to the annual meeting of joint Egyptian Real Estate Board and Centralia Board of Realtors SIU. About 125 attended the meeting.

Dr. Rehn is Dean of the new School of Business and a member of the editorial board of the Business Bulletin.